



Conejo Valley Tourism
Annual Report

2018



Produced by:

Augustine

2018 Conejo Valley Tourism Annual Report

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Message from the President/CEO, Jill Lederer

2018 has been a unique year for the Conejo Valley Tourism Improvement District. While we look back to the first 10 months of the year and celebrate excellent growth, partnerships and accomplishments, those successes are overshadowed by the Borderline Shootings and the Hill and Woolsey Fires.

I often talk in letters like this one about the power of the excellent partnerships in the Conejo Valley, and I believe these tragedies showed how strong those partnerships are and that Conejo Valley is a place where we share common values and work passionately together for a common good. There are stories of many of our hotels taking evacuees even after their properties were sold out of rooms. There are other stories of hotels using their partnerships through Conejo Valley Tourism to send hotel guests to other properties once their hotels were under mandatory evacuation. There is even the story of our modest holiday food drive, which yielded record amounts of food for the local Manna food bank, no doubt because of the recognized increased need due to the fires. Generous by nature, people want to help; gracious by nature, our hotels led the way in helping them do just that.

Conejo Valley has seen some dark days in 2018, but we know that no matter how long the dark, the dawn will come. The Conejo Valley is open for business and with confidence, we look forward to another strong year for our tourism district. All are welcome!

Sincerely,

Jill Lederer, MBA ACE

President/CEO
Conejo Valley Tourism Improvement District



Message from the Chair, Sean Briody

I am very excited to be stepping into the role of Chair of the Board of the Conejo Valley Tourism Improvement District. Our organization has come a long way since our formation in 2013 and is now a major partner in our local economy. The work of Conejo Valley Tourism in the last five years has led to double-digit growth in revenue for our local hotels and has translated to similar

growth in transient occupancy tax and sales tax for our local cities. Thank you to my fellow hoteliers who put their faith in me to lead the organization in 2019.

Last year Conejo Valley Tourism implemented a new strategy to help drive growth: direct funding of hotel marketing plans. We learned that while there are some marketing strategies that have been very successful while promoting as a regional entity, there is still a portion of the travel marketing that is best left to the individual hotels.

To that end, we have allowed the member hotels of Conejo Valley Tourism District to determine their own destiny and to create marketing programs tailored to fit what works for their specific hotel. Marketing is not a "one size fits all" strategy, and now our hotels have the ability to pursue individual marketing plans for their properties funded by Conejo Valley Tourism.

We also have completed a major update to our award-winning website at Conejo.com. Our website is in many ways our first impression to potential travelers, and we wanted that impression to be as state of the art and beautiful as the region it represents. The newly created Conejo.com is designed to work with all types of devices, from mobile phones to desktop computers and is visually stunning. Many thanks to our destination marketing agency, Augustine, who brought our vision to life.

Finally, Conejo Valley Tourism is hitting the road in 2019. Our Board has selected an ambitious amount of conferences and tradeshows relevant to the strengths of our region's offerings and will be traveling all over California and the United States to show off the best Conejo Valley has to offer. Competitive by nature, we proactively seek out all travelers searching for an incomparable and memorable California experience.

With these strategies firmly in place, stay tuned for more record results courtesy of Conejo Valley Tourism in 2019!

Sincerely,

A handwritten signature in dark ink, consisting of the letters 'SB' followed by a long, sweeping horizontal line that curves upwards at the end.

Sean Briody

Board Chair
Conejo Valley Tourism Improvement District

2018 Financial Report

	2017 Budget	2018 Budget	% Change
Income			
Assessment	\$1,250,000	\$1,425,000	\$175,000
TOTAL INCOME	\$1,250,000	\$1,425,000	\$175,000
Expenses			
Administration Fees			
Agoura Hills & Thousand Oaks (1%)	\$12,500	\$14,250	\$1,750
Chamber of Commerce (20%)	\$250,000	\$285,000	\$35,000
Transfer to Reserve Account	\$125,000	-	(\$125,000)
Advertising and Marketing			
Direct Hotel Marketing (20%)	-	\$285,000	\$285,000
Strategic Marketing Plan	\$2,500	\$5,000	\$2,500
Annual Report	\$2,500	\$3,500	\$1,000
Account Management	\$54,000	\$54,000	-
Content Management	\$78,000	-	(\$78,000)
Public Relations Management	-	\$36,000	\$36,000
Social Media Management	-	\$42,000	\$42,000
Website Design and Hosting	\$15,000	\$21,600	\$6,600
Print Materials and Promotional Events	\$15,000	\$15,000	-
Media and Public Relations Events	\$49,000	\$37,000	(\$12,000)
Reservation Booking Engine	\$10,800	\$10,800	-
Conferences and Travel	\$50,000	\$75,000	\$25,000
Paid Advertising	\$500,000	\$490,000	(\$10,000)
Normal Expenses			
Insurance (Liability and D&O)	\$3,000	\$3,000	-
Membership Dues	\$6,000	\$6,000	-
Operating Supplies	\$2,000	\$2,000	-
Postage	\$100	\$100	-
Professional Services	\$10,000	\$10,000	-
Equipment	\$5,000	\$5,000	-
Board Of Directors Meeting Expenses	\$5,000	\$20,000	\$15,000
Depreciation (non-cash)	\$31,000	\$3,300	(\$27,000)
TOTAL EXPENSES	\$1,226,400	\$1,423,550	\$197,150
Profit or Loss \$	\$23,600	\$1,450	(\$22,150)
	1.89%	0.10%	

STR Report

Month	2017			2018		
	Occ %	ADR	RevPAR	Occ %	ADR	RevPAR
January	65.1	120.37	78.38	68.5	128.31	87.90
February	76.7	126.80	97.19	77.3	129.84	100.36
March	76.6	126.75	97.09	78.0	129.64	101.11
April	77.8	128.25	99.78	79.3	135.75	107.70
May	80.5	136.58	109.99	75.8	132.90	100.71
June	84.7	136.78	115.81	77.0	134.29	103.38
July	83.4	137.07	114.33	77.8	135.49	105.45
August	84.9	141.16	119.91	78.7	136.95	107.80
September	79.4	135.09	107.20	75.6	139.25	105.32
October	81.4	136.98	111.49	80.0	137.03	109.58
November	74.0	129.10	95.57	83.1	142.39	118.39
December	78.8	125.04	98.47	72.7	138.49	100.73

Occupancy, Average Daily Rates and Revenue Per Available Room followed similar trends to 2017 – with significant growth in the summer months. However, with the fires late in the year, we did see a bump in metrics to accommodate the locally displaced in November and December.

Brand Overview

Conejo Valley Tourism serves the region's economy and markets Conejo Valley as a prime vacation destination to travelers in California, the United States and worldwide. It increases awareness of the area's offerings, preserves its unique attributes and invests in its growth and development.

In 2018, Conejo Valley Tourism focused on evolving the destination's brand through paid advertising, social media, public relations, partnerships, content development and email marketing. These initiatives targeted leisure travel, meetings, events and weddings. The "See Another Side" campaign also launched, with emphasis on showing targeted audiences how Conejo Valley differs from other Southern California destinations – a true escape.

This year also presented a number of challenges with the tragic events in November. Messaging was put in place to rally both core audiences and the greater population around the Conejo Valley community, reinforcing the destination's resilience, strength and compassion for those affected. In December, creative also supported an "open for business" voice, which acted as both informational and inviting. Much of this messaging will continue into 2019 as Conejo Valley bolsters recovery efforts.



Website Refresh

Conejo.com saw a new look this year. The "See Another Side" content was the main focus, along with streamlined navigation that made attractions and lodging more easily identifiable.

We featured six stories that highlighted our "See Another Side" campaign including videos and imagery around The Ronald Reagan Presidential Library, The William Rolland Gallery of Fine Art, Sweet Arleen's, The Park Restaurant, Malibu Wine Safaris and hiking in Conejo Valley. This section of the website is meant to be evergreen, as more compelling stories about Conejo Valley are added year after year.



Website Metrics

In 2018, the media strategy focused on streamlining messaging by following the direction of campaign metrics. This process helped in the further development of target audiences and the establishment of a clear brand voice via paid digital media tactics.

With Conejo Valley's refreshed website launch in late 2018, the destination discovered new ways of attracting visitors. From engaging content of local hotspots to a livelier look, the refreshed website helped to further encourage meaningful audience interaction.

Media efforts were paused in much of November, including the launch of the Q3 digital media campaign. Tactics shifted to center around a more local audience to gain community support, including recovery email efforts and advertising on outside travel sites (Expedia).

Significant Results

- Growth across the board, with biggest jumps in total Sessions (+17.74%) and total Visitors (+17.86%)
- Largest upticks were in December, when recovery efforts were underway (pushes with Expedia and paid eNewsletters)

Acquisition	Total Sessions	% New Sessions	Total Visitors
2017	95,880	88.19%	84,559
2018	116,556	88.03%	102,943
Change	+17.74%	-0.16%	+17.86%

Behavior	Bounce Rate	Page Per Sessions	Average Session Duration
2017	76.70%	1.50	0:50
2018	74.11%	1.65	0:58
Change	-2.59%	+9.09%	+13.79%

Website Channels

Overall, website channel data is reflective of the main drivers to the website.

"Other" & "Direct" categories represent paid traffic. These two channels were our top sources generating over 75,000 sessions. With the recovery eNewsletter push at the end of the year, email marketing also was very successful with over 20,000 sessions.

Despite being lower on the list, referral and email channels led to the highest conversion rates by far, showing their effectiveness in garnering lodging interest.

Channel	Sessions	% New Sessions	Visitors	Conversion Rate	Page Per Session
Other	40,038 (34.35%)	81.96%	32,814 (31.97%)	2.99%	1.16
Direct	36,783 (31.56%)	90.82%	33,408 (32.55%)	5.14%	1.29
Email	21,649 (18.57%)	98.06%	21,228 (20.68%)	62.26%	2.96
Organic Search	8,121 (6.97%)	82.37%	6,689 (6.52%)	16.60%	2.01
Referral	4,105 (3.52%)	88.43%	3,630 (3.54%)	29.31%	2.07
Social	3,479 (2.98%)	81.12%	2,822 (2.75%)	10.72%	1.64
Paid Search	2,179 (1.87%)	86.83%	1,892 (1.84%)	8.99%	1.42
Display	202 (0.17%)	83.17%	168 (0.16%)	3.96%	1.26

Notes: Conversions and conversion rate refer to visitors taking action with the booking widget on the website. This process means clicking on a "book now" link to enter the JackRabbit portal. Visitors refers to the unique number of visitors to the website. Sessions refers to the total number of website visits to the website, meaning that one visitor can have multiple sessions.

Booking Widget

Booking Widget usage through JackRabbit continued to rise as we optimized audience messaging and expanded our marketing tactics.

Events	Total Sessions
2017	2,466
2018	3,508
Change	+30.27%

Pages Most Visited

Outside of the Homepage, the Hotels page acquired the most views. This trend wasn't surprising, as much of the advertising for the year was directed to this specific page.

Other top pages were themed around our core audiences, with the Wedding pages (both the Itinerary and the main Wedding page) performing best.

Activity-based pages like the Eat & Drink and Explore pages attracted attention as well, with high engagement rates.

Page	Page Views	Unique Page Views	Average Time on Page
Conejo Valley Tourism (Homepage)	53,188 (27.71%)	47,233 (27.53%)	1:36
Hotels	10,697 (5.57%)	9,367 (5.46%)	1:26
Wedding Weekend Itinerary	10,055 (5.24%)	9,320 (5.43)	2:06
Sports Itinerary	6,503 (3.39%)	6,070 (3.54%)	2:57
Food Itinerary	5,822 (3.03%)	5,368 (3.13%)	2:29
Eat & Drink	4,637 (2.42%)	4,214 (2.46%)	1:19
Explore	4,565 (2.38%)	4,067 (2.37%)	2:17
Arts & Entertainment Itinerary	4,466 (2.33%)	4,067 (2.37%)	2:17
Girls' Weekend Itinerary	4,255 (2.22%)	3,847 (2.24%)	2:36
Weddings	4,129 (2.15%)	3,556 (2.07%)	1:38

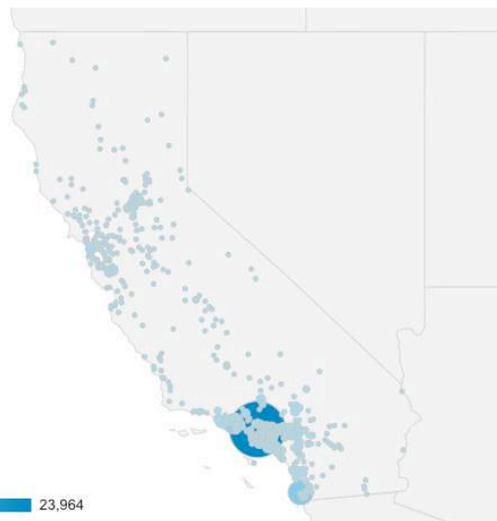
Audience Locations

By far and large, the Los Angeles metro area continues to be the prominent audience location, making up over half of the total audience. Other California-based audiences were also high on the list including San Diego and the San Francisco Bay Area.

When it came to conversions, however, visitors from the San Francisco Bay Area and Atlanta, GA were the most engaged.

The reason for such a large non-California base was due to the events in November. When crises occur, the trend is to see more national market segments seeking information.

Location	Sessions	% New Sessions	Visitors	Conversion Rate	Page Per Session
Los Angeles, CA	51,998 (55.53%)	84.81%	44,098 (54.09%)	14.96%	1.57
Washington DC	7,294 (7.79%)	99.31%	7,244 (8.88%)	1.58%	1.05
San Diego, CA	7,053 (7.53%)	84.67%	5,972 (7.32%)	7.61%	1.32
San Francisco/ Oakland - San Jose, CA	4,195 (4.48%)	95.64%	4,012 (4.92%)	41.67%	2.32
New York, NY	3,854 (4.12%)	94.65%	3,648 (4.47%)	27.01%	2.91
(Not Set)	2,995 (3.20%)	92.82%	2,780 (3.41%)	31.55%	2.03
Sacramento/ Stockton - Modesto, CA	2,797 (2.99%)	61.03%	1,707 (2.09%)	43.73%	3.77
Atlanta, GA	1,714 (1.83%)	96.67%	1,657 (2.03%)	70.71%	3.11
Detroit, MI	1,095 (1.17%)	97.53%	1,068 (1.31%)	21.00%	1.66
Portland, OR	1,003 (1.07%)	98.90%	992 (1.22%)	0.90%	1.04



New vs. Returning Visitors

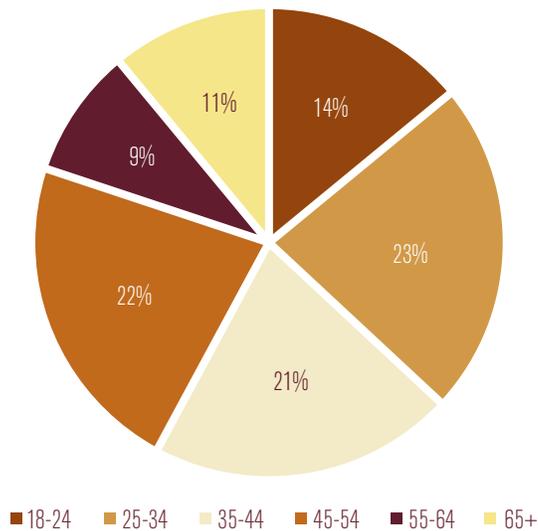
New tactics to help in recovery efforts led to a sizable amount of new visitors (doubling the size of new visitors that we saw in 2017).

There was a similar trend in returning visitors too – increasing by nearly 10,000 since 2017. This trend shows that visitors were very much engaged with Conejo Valley’s content and that marketing strategies were successful in reaching targeted audiences.

User Type	Sessions	Pages Per Session	Conversion Rate	Average Session Duration
New Visitor	103,651 (88.07%)	1.61	17.52%	0:51
Returning Visitor	13,905 (11.93%)	1.89	12.30%	1:54

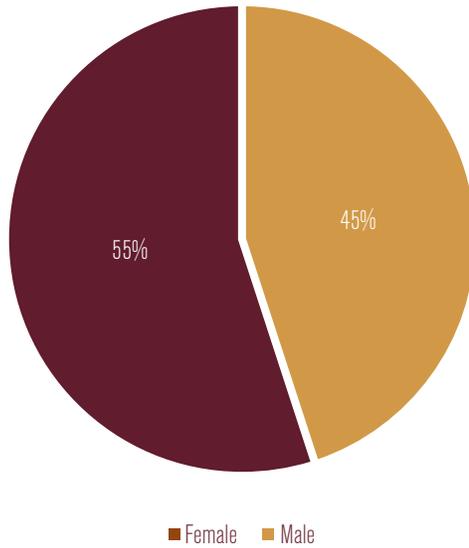
Age Groups

The most prominent age group was the 25-34 age group, which made up nearly a quarter of all site visitors. The 45-54 age group followed shortly behind with 22%. Older and younger demographics made up the smallest audiences.



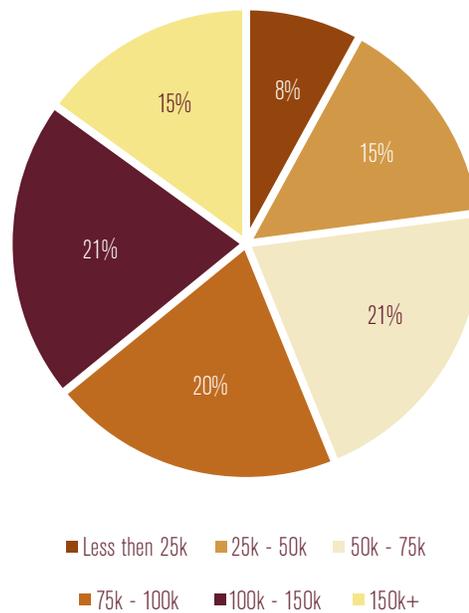
Gender

Similar to previous years, visitors skewed slightly more female. This finding especially plays into the wedding planner audience and creative encouraging "girls' trips," which are both made up predominately of female audiences.



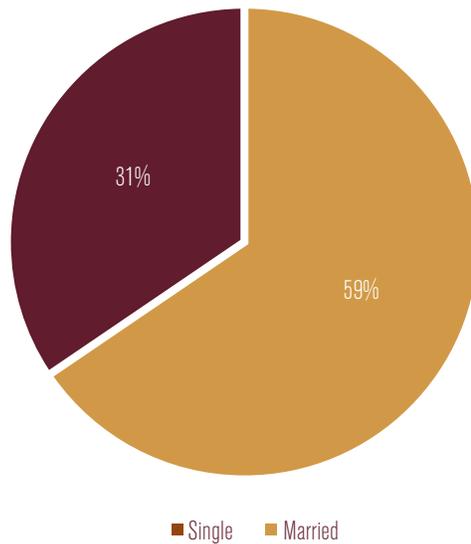
Income

Most visitors range between \$50K - \$150K in household income.



Marital Status

Nearly two thirds of our visitors are married. Creative depicting couples and activities for couples resonates most with targeted audiences.



Device

By far, mobile usage was the number one way to access the site, eclipsing desktop by over 30%. Keeping this insight in mind, content is developed to be digestible across all platforms.

Device	Visitors	Sessions	Pages Per Session
Mobile	133,578 (61.62%)	170,303 (62.21%)	1.60
Desktop	67,377 (31.08%)	82,830 (30.26%)	2.61
Tablet	15,814 (7.30%)	20,604 (7.53%)	2.35

eNewsletters

In 2018, bi-monthly eNewsletters were created and distributed, which spoke to attractions and upcoming events in Conejo Valley. Sent to Conejo.com visitors who opted in to the eNewsletter, this process acted as another touchpoint with engaged audiences.



January eNewsletter: Follow Your Taste Buds to Conejo Valley

- Total Sent: 1,903
- Open Rate: 13.98%
- Click Rate: 2.28%
- Top Link: Restaurant Month

March eNewsletter: See Another Side of Southern California

- Total Sent: 1,903
- Open Rate: 12.46%
- Click Rate: 2.69%
- Top Link: Twisted Oak Tavern

May eNewsletter: Get An Inside View of Conejo Valley

- Total Sent: 1,874
- Open Rate: 10.30%
- Click Rate: 1.83%
- Top Link: Traveling Foodie

July eNewsletter: Soak Up Summer Sun in Conejo Valley

- Total Sent: 2,001
- Open Rate: 20.48%
- Click Rate: 2.56%
- Top Link: See Another Side

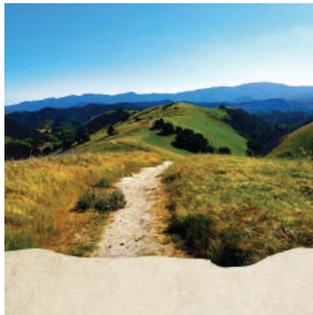
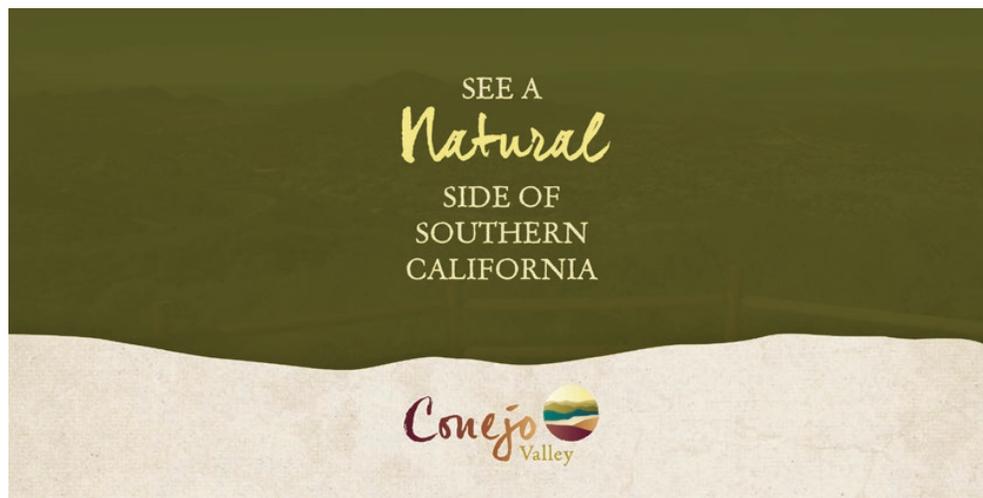
September eNewsletter: See Another Side of Southern California This Fall!

- Total Sent: 2,198
- Open Rate: 18.59%
- Click Rate: 1.94%
- Top Link: Ladies' Trip

During the month of November, a standard eNewsletter was not sent due to the fires. Instead, an email was sent to a paid list in December. We opted for this tactic as a way to strengthen recovery efforts and reach more national audiences.

Digital Campaign Analysis

This year, featured digital media campaigns centered around the "See Another Side" campaign. With research from the previous year, strategy honed in on our key targeted audiences.



Q2 Campaign

Our Q2 campaign focused on casting a wide net of different themes under the "See Another Side" messaging. Copy focused on the unique aspects of each of these attractions in relation to Conejo Valley.

Key Audience:

- Art & Culturalists
- Foodies
- Girls' Getaway Seekers
- History Buffs
- Event-Goers (featuring OakHeart Music Festival creative)
- Outdoor Adventurers
- Sports Enthusiasts
- Wedding Planners/Brides-To-Be
- Overnight Stay Visitors

Key Tactics:

- Display Ads
- Social Media Ads (including Facebook and Instagram)

Key Results:

- 7.1M Impressions
- 2,758 Clicks
- 0.01% Average CTR
- 1,504 Conversions
- The Arts & Culturalists and Wedding Planner audiences performed the best of any audience subsets via both tactics

Q4 Campaign

With the fires in November 2018, tactics shifted a bit. To get the word out to a wider audience, the strategy was to partner with Expedia to build a custom landing page featuring all of the hotels in Conejo Valley, as well as video and imagery content specific to the "See Another Side" campaign. An eNewsletter was also created that spoke to recovery efforts and that brought awareness to the attractions open for business in Conejo Valley.

Key Audience:

- Art & Culturalists
- Foodies
- Wine Enthusiasts
- Wedding Planners/Brides-To-Be
- Overnight Stay Visitors

Key Tactics:

- Display Ads
- Expedia Landing Page
- eNewsletter to Paid Lists

Key eNewsletter (sent to paid list):

- Emails Sent: 1M
- Open Rate: 10% - 15% (Industry Open Rate: 8.52%)
- Click to Open Rate: 8% - 12% (Industry Open Rate: 5.62%)
- Click Rate: 1% - 2% (Industry Open Rate: 0.80%)

Key Results Display Ads:

- 4.7M Impressions
- 4,827 Clicks
- 0.01% Average CTR
- 33 Conversions
- The Arts/Entertainment category performed better (0.13% CTR) compared to the Food & Drink category (0.05% CTR)

Key Results Expedia:

- 2.2M Impressions
- 1,251 Clicks
- 0.06% Average CTR
- 352 Room Nights
- Assets included native marquee static ads and a landing page



OakHeart Music Festival Campaign

To drive more awareness to the OakHeart Music Festival, a multi-faceted campaign was put in place. Tactics included display ads, as well as digital geo-targeting and Spotify. A special event landing page via the website was also curated that highlighted area activities and lodging for concert goers.

The campaign resulted in more than 1,300 unique visitors to the website and 92 trackable conversions.

- **Digital/Geo-Targeting**
 - Impressions: 326,601
 - CTR: 0.32%
- **Digital/Geo-Targeting Concert Day**
 - Impressions: 17,983
 - CTR: 0.22%
- **Spotify**
 - Impressions: 68,003
 - CTR: 0.12%



Search Engine Marketing

In 2018, we continued to have Paid Search (SEM) optimize ad groups, audiences and placements. SEM ultimately drove click-through rates higher to improve quality of traffic to the website.

The fires did have an effect on SEM metrics for this year. With the launch of the website occurring in early November, SEM efforts were delayed in the hopes that this tactic would help bolster traffic to the refreshed website. However, the fires aligned with this launch period, and we instead ceased SEM efforts altogether in November and December.

Despite the lower number of impressions and total clicks, average CTR was about double that of 2017. This trend demonstrates that optimization efforts were successful, with engagement higher.

The summer months (June and July) saw the greatest successes, averaging 1,200 clicks a month and an average CTR of 3.58%.

- **Total Impressions:** 260K (2017: 3.59M)
- **Total Clicks:** 7,182 (2017: 46.2K)
- **Avg. Click-Through Rate:** 3.39% (2017: 1.29%)
- **Top Keywords:**
 - Trails
 - Conejo Vacation
 - Sports
 - Wedding
 - Hotels
- **Top Conversation Action:**
 - To Do Page
 - Stay Page
 - Meet Page
 - Culture History Page
 - Adventure Page



Search Engine Optimization

With continuous changes to Google algorithms, the key to success is quality over quantity. High authority links pointed to the website along with strong social media content (Facebook and Twitter), all of which are necessary to compete with similar websites.

These efforts have resulted in traffic growth from Organic Searches (SEO) to the website. Visits to the site have increased through this channel because the website comes up in searches far more often than in previous periods. In addition, the relevant keywords involved in search have resulted in lower bounce rates and higher pages per session.

This year, improving external and internal links continued to be a focus, which helped bring more traffic to the website.

By the end of the year, there was a +171% increase in year over year traffic, with first page rankings including over 200 keywords delivering over 36,000 Google search impressions.

The most linked content outside of the homepage:

- | | | |
|-----------------------------|-------------------------------|------------------------------|
| 1. Conejo Valley | 5. Conejo Valley Tourism | 9. Westworld Paramount Ranch |
| 2. Conejo Valley Restaurant | 6. Conejo Valley Sports | 10. Breweries Conejo Valley |
| 3. Conejo Valley Weddings | 7. Conejo Valley Hotel/Hotels | |
| 4. Conejo Weddings | 8. Conejo Map | |

The most linked content outside of the homepage:

- | | | |
|-----------------|--------------------|-------------|
| 1. Trails | 4. Interactive Map | 7. Weddings |
| 2. Dining | 5. Golf | 8. Events |
| 3. Things To Do | 6. Lodging/Stay | 9. Sports |

Public Relations And Social Media Results

Summary

Public Relations efforts continued to focus on media relations targeting leisure travelers and educating potential visitors to the various experiences one can enjoy while visiting the destination.

Social Media Influencer Trips continued to hit their stride, as we welcomed 12 influencers this year. Through 16 blog posts and thousands of social media impressions, we saw great success in this arena.

The team also managed social media channels on behalf of the destination and saw impressive growth across the board.

Media Relations

Proactive pitches were developed to focus on leisure travel, events and unique and interesting experiences in Conejo Valley. The team worked with opportunities through HARO (Help A Reporter Out), Visit California, the Central Coast Tourism Council and editorial calendar opportunities for a variety of publications.

Over 50 different stories were pitched throughout the year and coverage was earned from outlets such as Visit California, LiveAbout.com, Ventura County Star, The Acorn and more.



Blog Posts

In 2018, 22 blog posts were published to the Conejo Valley website. The articles highlighted activities, special events, unique food, attractions and more. Note that blog post efforts were paused in November and December in response to the fires.

Blog posts also experienced higher than average page session durations, as visitors spent time reading these articles.

Page	Page Views	Unique Page Views	Average Time on Page
The Best Place For A Last-Minute Holiday Getaway	1,676	1,817	1:03
#ConejoValleyStrong: Your Vacation Makes A Difference	1,546	1,691	1:01
Travel Back In Time in Conejo Valley	359	392	1:23
Romantic Getaway To Conejo Valley	240	255	0:44
Conejo Valley: A Look At What's New in 2018	204	250	1:40



Instagrammers Take Conejo Valley

We may be able to tell you the latest restaurant openings, best hiking trails for your skill level and our favorite breweries, but it's even better when visitors and locals share their own experiences. Here's a look at some of the best Instagram posts we've seen lately...

[Read more](#)

August 29, 2018 **Author:** Conejo Valley **Categories:** Uncategorized

Tags: beer, breweries, coffee, conejo valley, Paramount Ranch, visitconejovalley, what to do in Conejo Valley, wine tasting.



Kick Back and Relax in Conejo Valley

Yes, National Relaxation Day is a thing, so on August 15, be sure to celebrate the right way while visiting Conejo Valley. We hope some of these places inspire you to kick back and relax! Visit the Lindero Country Club - This laid back country club in Agoura Hills is open...

[Read more](#)

August 13, 2018 **Author:** Conejo Valley **Categories:** Uncategorized

Tags: agoura hills, conejo valley, Relax in Conejo Valley, southern California, visitconejovalley, what to do in Conejo Valley,

Social Media

With social media algorithms and functionality always in flux, the team continued to stay on top of new trends and best practices. Specifically, new opportunities like Facebook and Instagram Stories helped create a much more dynamic social media experience for followers.

Across the board, we continued to build our fanbase of followers, spreading awareness of Conejo Valley. Going dark in November did cause somewhat of a slowdown in metrics toward the end of the year, but engagement rates were strong for 2018 as a whole.



Facebook:

- Total Number of Followers: 12,109
- Increase in Facebook Followers: +3.87%
- Total Number of Likes: 12,121
- Increase in Likes: +3.58%
- Total Number of Posts: 240
- Total Page Views: 2,582
- Total Reach: 557,543
- Total Impressions: 706,546
- Total Engagement: 51,331





Twitter:

- Total Number of Followers: 2,054
- Total Impressions: 172,564
- Total Number of Retweets: 92%
- Total Engagement: 1,810



Instagram:

- Total Number of Followers: 2,657
- Total Impressions: 790,066
- Total Reach: 712,741
- Total Engagement: 79,350



Special Events

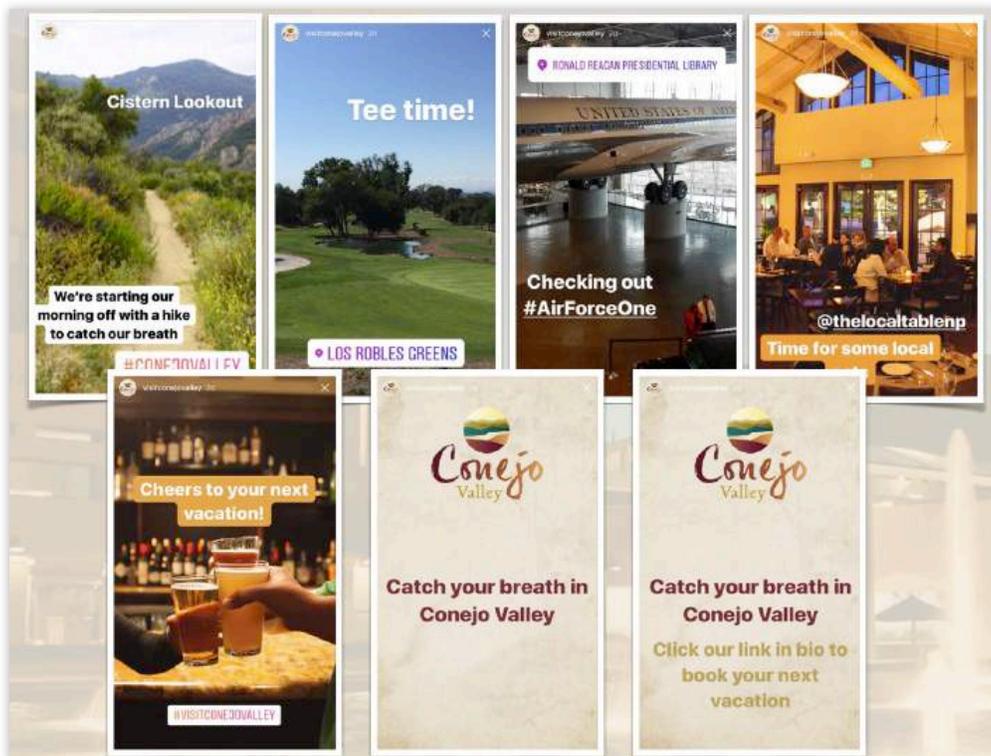
National Plan For Vacation Day: Organized by Project Time Off, National Plan For Vacation Day encourages Americans to take time to plan for vacations and time off at the start of the new year. The team developed a blog post linking back to itineraries highlighting activities in Conejo Valley and posted a series of images on Conejo Valley's Instagram Story to encourage trips to the destination.

Instagram Post:

- 2,358 Views
- 2,475 Impressions

Instagram Story:

- 1,053 Impressions
- 858 Reach



On-Site Social Media Support

Keeping in tradition with 2017, the Conejo Valley brand attended three main events held in-market to help drive awareness of the events and connect the events with the brand.

Different tactics for onsite coverage included Instagram Story posts and geo-fencing targeted ads.

Amgen Social Media:

- 7 Instagram Story Posts
- 1,224 Impressions
- 989 Reach

OakHeart Social Media:

- 12 Instagram Story Posts
- 2,972 Impressions
- 2,451 Reach
- Geofence:
 - 21% ROI
 - 104 Engaged Users
 - 648K Reach
 - 5 Influencer Interactions
 - 58% Posts on Sunday

Pro-Am Social Media:

- 12 Instagram Story Posts
- 2,388 Impressions
- 2,031 Reach



Thank You

Overall, 2018 was an amazing year for Conejo Valley Tourism and we look forward to another year of continued success.



Augustine